

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

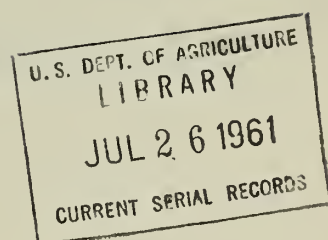
A 280.3939
M 34C
Cop. 2

CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

MAY 1961

CPFJ-117



U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

July 1961

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America



Growth Through Agricultural Progress

CONTENTS

	<u>Page</u>
Summary.....	4
Frozen and chilled juices.....	5
Canned single-strength juices.....	6
Canned single-strength fruit drinks.....	9
Canned fruit.....	10

Tables and Figures

Purchases, proportion of families buying, purchase per buying family and average prices paid

Summary.....	11
Frozen concentrated orange juice.....	12, 24
Chilled orange juice.....	13, 24
Single-strength orange juice.....	14, 24
Single-strength grapefruit juice.....	15, 24
 Pineapple juice.....	 16
Prune juice.....	17, 24
Tomato juice.....	18
Single-strength orange drink.....	19
Pineapple-grapefruit drink.....	20, 24
 Canned grapefruit sections.....	 21, 24
Miscellaneous canned single-strength juices.....	22
Miscellaneous canned fruit drinks.....	22
Total canned single-strength juices and fruit drinks.....	23
Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit..	23
 Percentage of families buying orange products.....	 24
Percentage of families buying grapefruit and other products	25

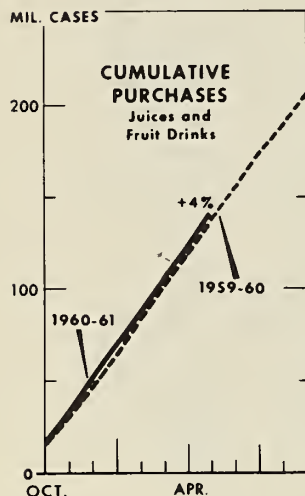
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
MAY 1961

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY

Household consumers purchased 400,000 cases or 2 percent more frozen concentrated juices, canned single-strength juices, chilled orange juice, and canned single-strength fruit drinks in May 1961 than in the same month of 1960. Prices averaged higher, and the amount spent by consumers for these products was up \$4.4 million or 8 percent.



The gain in volume reflected heavier buying of chilled orange juice and canned juices, with frozen concentrates holding even, and canned fruit drinks off slightly.

Expenditures for frozen concentrated juices were up 12 percent from May 1960; chilled orange juice, up 20 percent; and canned juices, up 5 percent. On the other hand, expenditures for canned fruit drinks were down slightly.

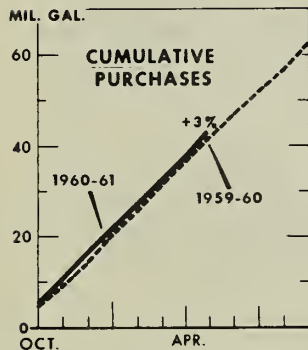
Purchases of frozen concentrated juices accounted for 40 percent of the retail movement of juices and fruit drinks in May, and for 42 percent of the expenditures for those products. Chilled orange juice accounted for 4 percent of volume and 7 percent of expenditures. In contrast, canned juices accounted for 36 percent of volume, but for only 34 percent of expenditures, and canned fruit drinks for 20 percent of volume and 17 percent of expenditures.

By individual products, May purchases of canned grapefruit juice were up 43 percent from a year earlier; pineapple juice, up 22 percent; and chilled orange juice, up 12 percent. A gain of 2 percent was reported for frozen orange concentrate and gains of 3 to 8 percent for tomato, miscellaneous canned juices, miscellaneous fruit drinks, and prune juice. In contrast, purchases of pineapple-grapefruit drink were down 12 percent; miscellaneous frozen concentrates, down 15 percent; and canned orange juice, down 24 percent.

Purchases of canned grapefruit sections were off 12 percent in comparison with May 1960.

FROZEN AND CHILLED JUICES

EXPENDITURES FOR FROZEN ORANGE CONCENTRATE UP SHARPLY



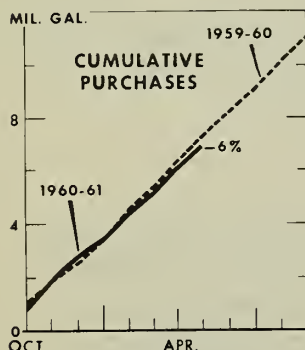
Purchases of frozen concentrated orange juice for household use in May at 5.3 million gallons were only 2 percent greater than in the same month of 1960. ^{1/} This volume represented a 35-percent share of total consumer purchases of juices (concentrated, chilled and canned single-strength) and canned fruit drinks, the same as a year earlier.

Retail prices, however, were up from 18 cents per 6-ounce can in May 1960 to 20.5 cents, and consumer expenditures increased 16 percent or \$3.3 million over May 1960. The amount spent for the product accounted for 37 percent of the total expenditure for juices and canned fruit drinks in May, a gain of nearly 3 percentage points in share of market.

Cumulative purchases for the season beginning October 1960 were 1.2 million gallons or 3 percent greater than in the same period of 1959-60, as shown by the chart on the left. (See page 12.)

Production of frozen concentrated orange juice through May 1960 was moderately greater than in the corresponding portion of the preceding season. Cannery end-of-month inventories also were moderately larger than a year earlier.

MISCELLANEOUS FROZEN CONCENTRATES DOWN

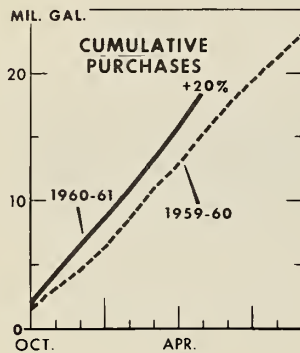


Purchases of miscellaneous frozen concentrated juices, such as grapefruit, blends, and grape, were off 15 percent from a year earlier. And, despite some increase in price to 19 cents per 6-ounce can, consumer expenditures were down 13 percent. As a consequence, the share of market, 5 percent for both volume and expenditures, was 1 percentage point below a year earlier.

Cumulative purchases for the season beginning October 1960 were down 440,000 gallons, or 6 percent, from the corresponding period of 1959-60. This was a little greater deficit than existed in the previous month.

^{1/} Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons.

CHILLED ORANGE JUICE KEEPS CLIMBING



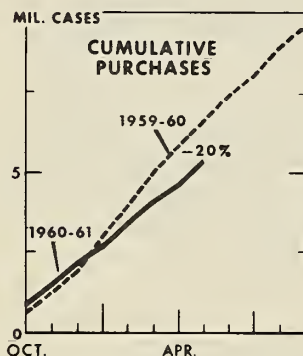
More families bought chilled orange juice in May than a year earlier. As a result, purchases were up 280,000 gallons or 12 percent. Retail movement has been at record levels since February, and cumulative purchases for the season through May were 20 percent -- 3 million gallons -- ahead of a year earlier.

May prices averaged 39.9 cents per quart, compared with 37.3 cents a year earlier. With both volume and prices up, consumer expenditures were about \$700,000 or 20 percent greater than in May 1960.

Purchases of chilled orange juice accounted for 4.1 percent of the total movement of juices and drinks in May. The amount spent for the product, however, represented 6.5 percent of total expenditures. (See page 13.)

CANNED SINGLE-STRENGTH JUICES

MOVEMENT OF CANNED ORANGE JUICE OFF SUBSTANTIALLY



Both the proportion of families buying canned orange juice and the average size of purchase per family were smaller than a year earlier. As a consequence, the volume of purchases was off 190,000 cases or 24 percent.

Despite an increase in the average price from 38 to 42.5 cents per 46-ounce can, the amount spent by consumers for canned orange juice was down 17 percent from May 1960. The expenditure represented 3.7 percent of the total amount spent for juices and drinks, a decline in share of market of 1 percentage point from a year earlier. (See page 14.)

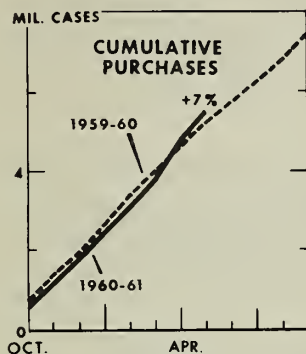
Production of canned orange juice in the 1960-61 season, in contrast to the heavy output of frozen orange concentrate, was the smallest in many years.

CANNED GRAPEFRUIT JUICE AT 3-YEAR HIGH

Retail movement of canned grapefruit juice, up 43 percent or 260,000 cases from May 1960, was at the highest level since early 1958. The heavier volume of purchases stemmed from an increase of 1 percentage point in the proportion of families buying, together with an increase of 13 percent in the average size of purchase.

Buying was also heavy in April and cumulative purchases, in comparison with a year earlier, rose from a 5 per-

CANNED GRAPEFRUIT JUICE -- Continued



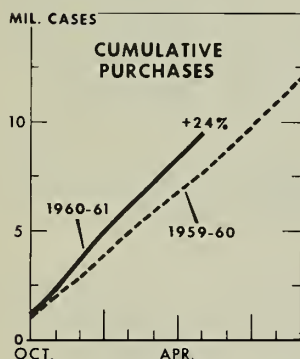
cent deficit at the end of March to a 7-percent gain at the end of May as shown by the chart in the margin.

May prices averaged 27 cents per 46-ounce can, 1 cent less than in April, and 4.3 cents less than a year earlier. At this price, grapefruit juice was the least expensive juice or drink reported in May. Despite the drop in prices, the amount spent by consumers for the product was 23 percent greater than in May 1960.

Purchases of grapefruit juice accounted for 4.8 percent of the total quantity of juices and drinks bought during May. Expenditures, however, represented only 3.5 percent of the total spent for such products. (See page 15.)

Production of canned grapefruit juice through May was moderately smaller than output in the corresponding months of 1959-60. Canners' inventories at the end of the month were also down moderately.

PINEAPPLE JUICE AT A 3-YEAR MAY HIGH

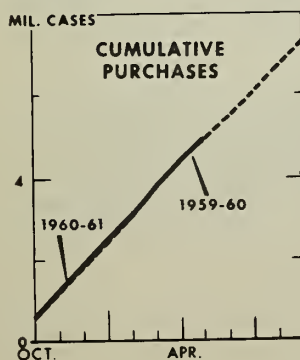


Pineapple juice continued to find consumer approval in May. Purchases were up 22 percent or 200,000 cases from a year earlier to a 3-year high for the month. Total movement for the season through May was 1.8 million cases or 24 percent ahead of the corresponding 8 months of 1959-60.

The gain over May 1960 was associated with more families buying, a larger size of purchase, and a decrease in average price from 30.7 to 28.7 cents per 46-ounce can.

The amount spent by consumers for pineapple juice was up 14 percent from a year earlier, and represented 4.9 percent of total expenditures for juices and drinks. This was a gain of 1 percentage point in share of market. (See page 16.)

PRUNE JUICE UP CONTRA-SEASONALLY

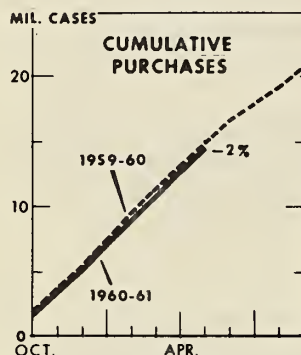


May purchases of prune juice were up 8 percent -- 50,000 cases -- from both the preceding month and a year earlier. As prices held at the May 1960 level of 43.9 cents per quart, consumer expenditures were up a like amount. The gain in purchases over a year earlier was associated with an increase in the number of buying families.

PRUNE JUICE -- Continued

Purchases of prune juice, while representing only 3.5 percent of the total movement of juices and fruit drinks in May, accounted for 5.9 percent of total expenditures for those products. Both proportions were about the same as in May 1960. (See page 17.)

TOMATO JUICE UP MODERATELY

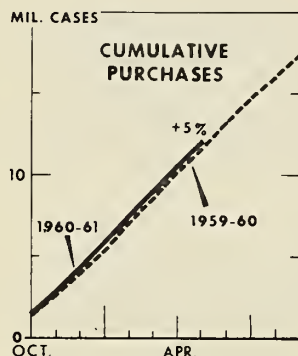


About 3 percent more tomato juice was bought for home use this May than a year earlier. Consumption averaged 2 cans among the 15.5 percent of families buying the product.

Retail prices were up from 27.4 cents per 46-ounce can in May 1960 to 28.4 cents per can, and consumer expenditures for the product increased 7 percent.

Tomato juice accounted for 9.7 percent of the total movement of juices and drinks in May, but for only 7.5 percent of total expenditures. (See page 18.)

MISCELLANEOUS CANNED JUICES ALSO MAKE MODEST GAIN

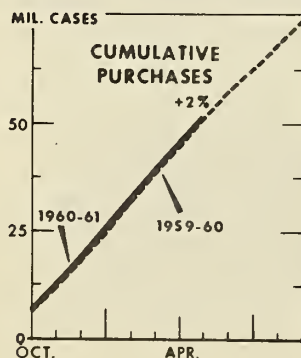


Purchases of miscellaneous canned juices, such as tangerine and blended juices, were about 3 percent greater than in May 1960. Purchases for the 4-week period averaged 1.5 cans among the 19 percent of families buying these products. Total purchases for the season were 5 percent, or 600,000 cases ahead of the like period of 1959-60.

On the average, a 46-ounce can of these products cost consumers 37.3 cents, the same as a year earlier.

Purchases of miscellaneous juices accounted for 9 percent of both the total volume of purchases and the total expenditure made for juices and drinks in May. (See table 12, page 22.)

CANNED SINGLE-STRENGTH JUICES UP 7 PERCENT IN TOTAL



Purchases of canned single-strength juices in total were up 440,000 cases or 7 percent from May 1960. This resulted in a gain for the season over a year earlier of 1.1 million cases or 2 percent, as illustrated by the chart in the margin.

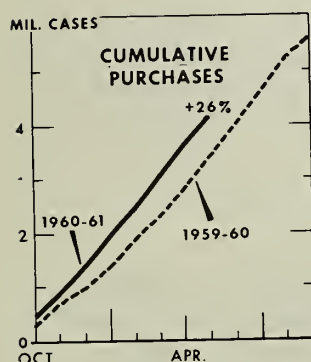
Purchases of canned juices represented 36 percent of the total volume of juices and fruit drinks bought in May 1961, a gain of more than 1 percentage point in share of volume over a year earlier. Prices averaged

CANNED SINGLE-STRENGTH JUICES -- Continued

lower, however, and the share of market in terms of expenditures at 34 percent was down about 1 percentage point. (See table 14, page 23.)

CANNED FRUIT DRINKS

UPTURN OF CANNED ORANGE DRINK HALTED

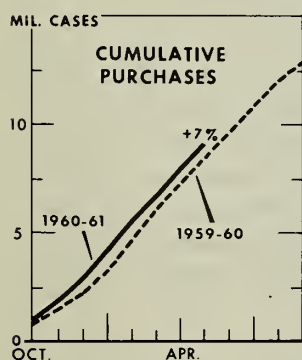


The average retail price of canned orange drink dropped from 33.2 cents per 46-ounce can in April to 31.5 cents in May, reversing the uptrend in prices that had prevailed for nearly a year. Nevertheless, purchases were down slightly to the level of a year earlier, to end the upturn in buying begun in the fall of 1960. Cumulative movement for the season, however, was 870,000 cases or 26 percent ahead of the same period of 1959-60.

The proportion of families that bought orange drink in May, 4.2 percent, was larger than a year earlier. That gain, however, was offset by a decrease in size of purchase.

About 3.1 percent of the May movement of juices and fruit drinks reflected purchases of orange drink. Expenditures for the product, however, accounted for only 2.6 percent of the dollar volume. Both proportions were about the same as a year earlier. (See page 19.)

DOWNTURN IN PINEAPPLE-GRAPEFRUIT DRINK PERSISTS

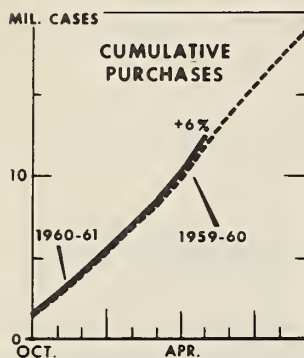


Purchases of pineapple-grapefruit drink remained below year-earlier levels for the fourth month in succession. May movement was down 12 percent, or 150,000 cases, from both a month and a year earlier. Cumulative buying for the season was only 7 percent ahead of a year earlier, compared with a cumulative gain of 10 percent at the end of April.

Only 7.5 percent of families bought pineapple-grapefruit drink in May, compared with 8.8 percent in the preceding May. Buying-family purchases at 2.5 cans held about the same. Prices paid, which averaged 27.6 cents per 46-ounce can, were a little lower.

Purchases of this drink accounted for 5.8 percent of the total movement of juices and drinks in May, a decline of 1 percentage point from a year earlier in share of volume. The share of the dollar market at 4.4 percent, was also down 1 percentage point. (See page 20.)

MODERATE GAIN FOR MISCELLANEOUS FRUIT DRINKS

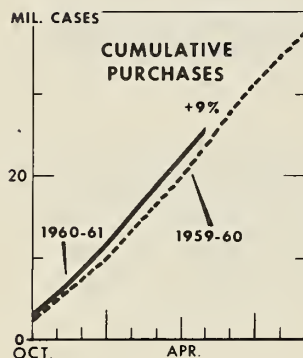


Purchases of miscellaneous fruit drinks were up moderately -- 80,000 cases -- from a year earlier, and up sharply from a month earlier. Movement for the season was 700,000 cases, or 6 percent, ahead of the corresponding period of 1959-60.

The gain in movement over May 1960 was associated with a larger purchase per buying family. Retail prices at 33.9 cents per 46-ounce can were almost the same.

Purchases of these drinks accounted for nearly 11 percent of the May juice and drink movement and for about 10 percent of expenditures made for such products. Both proportions were about the same as in the preceding May. (See table 13, page 22.)

CANNED FRUIT DRINKS DOWN SLIGHTLY IN TOTAL

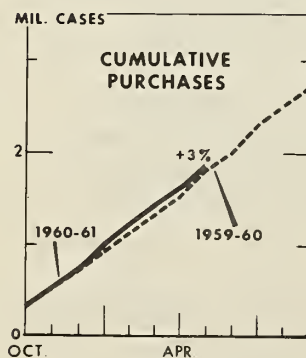


Retail movement of canned fruit drinks was down slightly from May 1960, the first time in the 1960-61 season that buying failed to gain over the year-earlier volume. Nonetheless, purchases of October 1960-May 1961 were 9 percent, or 2.2 million cases, ahead of the same period of 1959-60.

In market shares, canned fruit drinks represented 20 percent of the volume and 17 percent of expenditures made for juices and fruit drinks. Both proportions were down 1 percentage point from May 1960. (See table 14, page 23.)

CANNED FRUIT

CANNED GRAPEFRUIT SECTIONS OFF 12 PERCENT

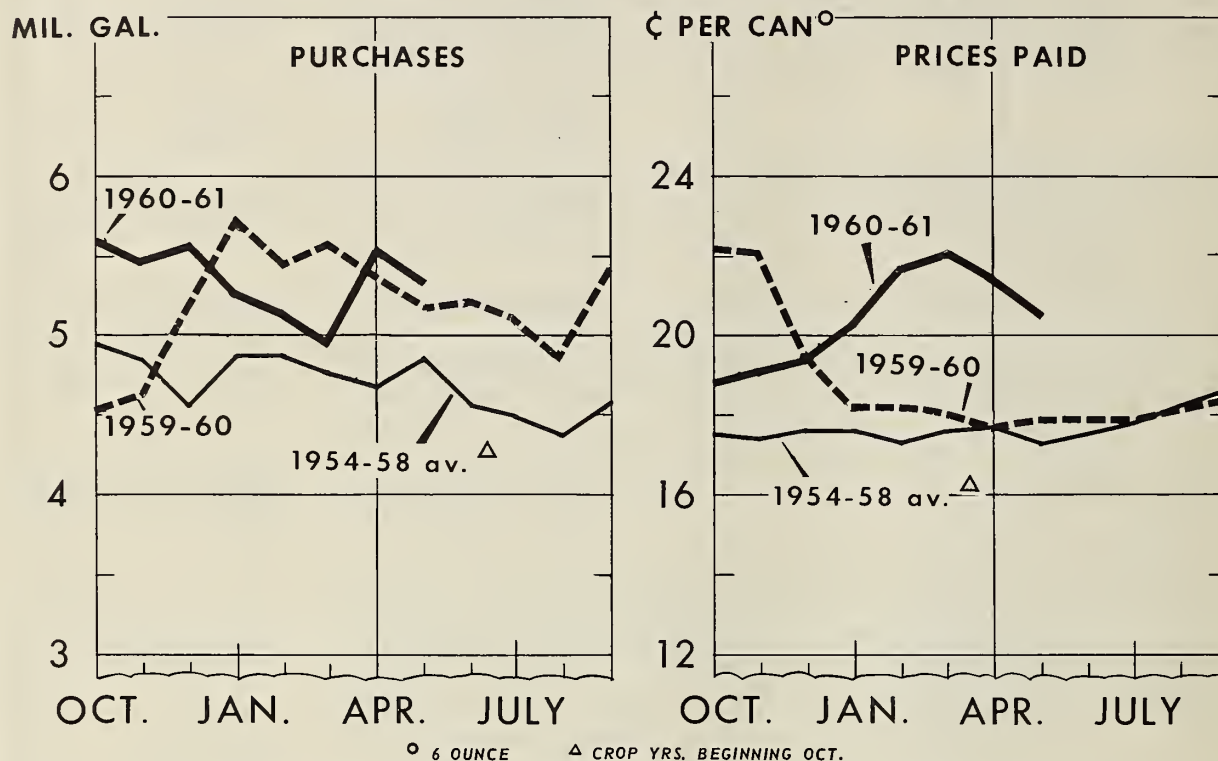


Purchases of canned grapefruit sections were off from a year earlier for the second month in succession. Movement was down 12 percent -- 30,000 cases -- from the preceding May, and the gain in the seasons' purchase over 1959-60 shrank to only 3 percent. The decline was associated with a smaller purchase per buying family. The proportion of families buying, however, held at 3.7 percent.

Retail prices averaged 21 cents per No. 303 can, 0.5 cent higher than in May 1960. With this small rise in price in relation to the decline in volume, consumer expenditures were off 10 percent in comparison with a year earlier. (See page 21.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

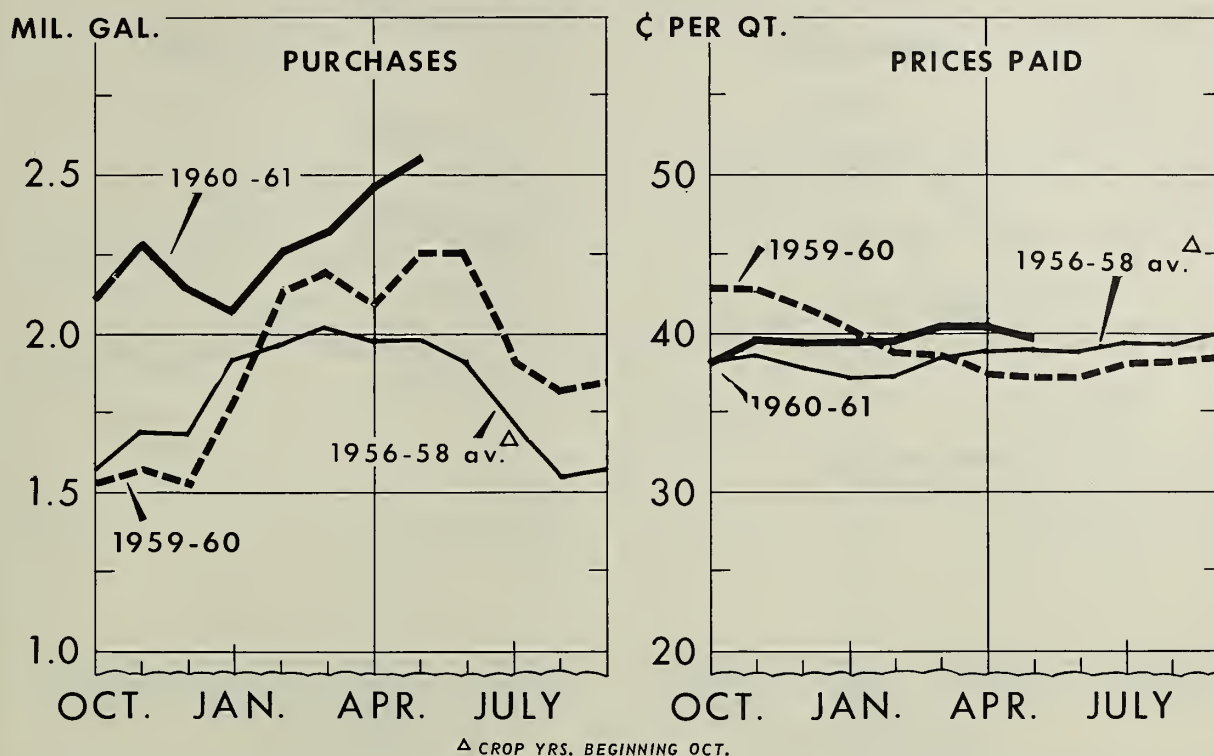
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	4,957	29.1	26.9	46	41	18.8	22.2	17.5
Nov.	5,458	4,634	4,856	30.1	26.7	46	43	19.1	22.1	17.4
Dec.	5,552	5,138	4,563	30.1	27.9	45	45	19.4	19.4	17.6
Oct.-Dec.	16,626	14,332	14,376							
Jan.	5,257	5,730	4,871	30.2	30.3	41	45	20.3	18.2	17.6
Feb.	5,149	5,444	4,879	28.5	28.1	43	48	21.7	18.2	17.3
Mar.	4,966	5,579	4,771	28.1	27.8	43	50	22.1	18.1	17.6
Oct.-Mar.	31,998	31,085	28,897							
Apr.	5,547	5,385	4,692	29.5	28.3	45	45	21.4	17.8	17.7
May	5,325	5,213	4,874	29.2	27.7	46	46	20.5	18.0	17.3
Jun.		5,232	4,566		28.3		44		17.9	17.5
Oct.-Jun.		46,915	43,029							
Jul.		5,081	4,497		27.2		45		17.9	17.8
Aug.		4,879	4,386		27.5		43		18.1	18.3
Sep.		5,433	4,592		29.3		44		18.3	18.6
Season		62,308	56,504						18.8	17.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

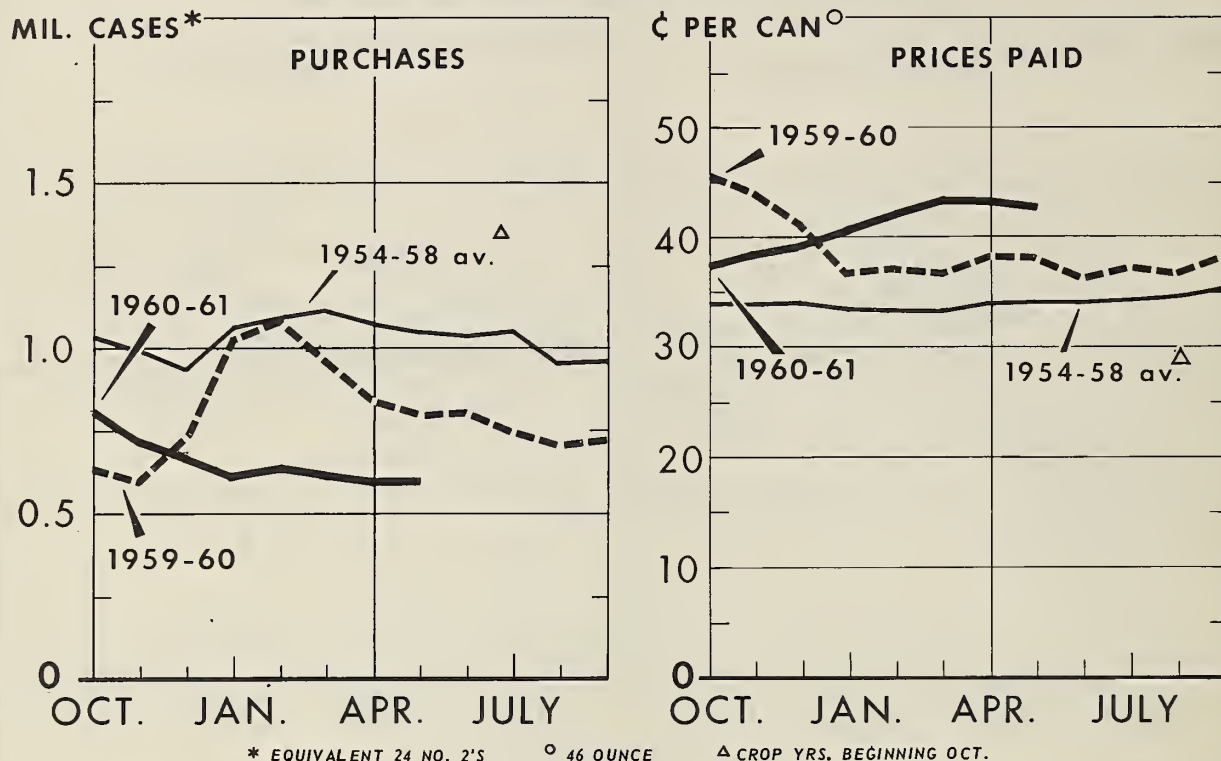
Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid. October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,574	4.7	3.7	109	103	38.2	42.7	38.5
Nov.	2,282	1,573	1,692	4.9	3.4	110	116	39.7	42.6	38.7
Dec.	2,122	1,532	1,690	4.6	3.5	112	110	39.4	41.7	38.0
Oct.-Dec.	6,516	4,644	4,956							
Jan.	2,070	1,798	1,932	4.7	4.1	104	110	39.6	40.2	37.3
Feb.	2,288	2,153	1,979	5.0	5.1	108	103	39.6	38.8	37.6
Mar.	2,332	2,220	2,021	4.9	4.7	114	116	40.6	38.7	38.6
Oct.-Mar.	13,206	10,815	10,888							
Apr.	2,475	2,099	1,982	5.4	4.4	110	113	40.6	37.5	38.9
May	2,553	2,277	1,987	5.4	4.7	114	117	39.9	37.3	39.2
Jun.		2,271	1,923		5.0		108		37.3	39.0
Oct.-Jun.		17,462	16,780							
Jul.		1,911	1,734		4.4		107		38.0	39.5
Aug.		1,829	1,558		4.2		107		38.2	39.5
Sep.		1,846	1,576		4.2		109		38.4	40.1
Season		23,048	21,648						39.1	38.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

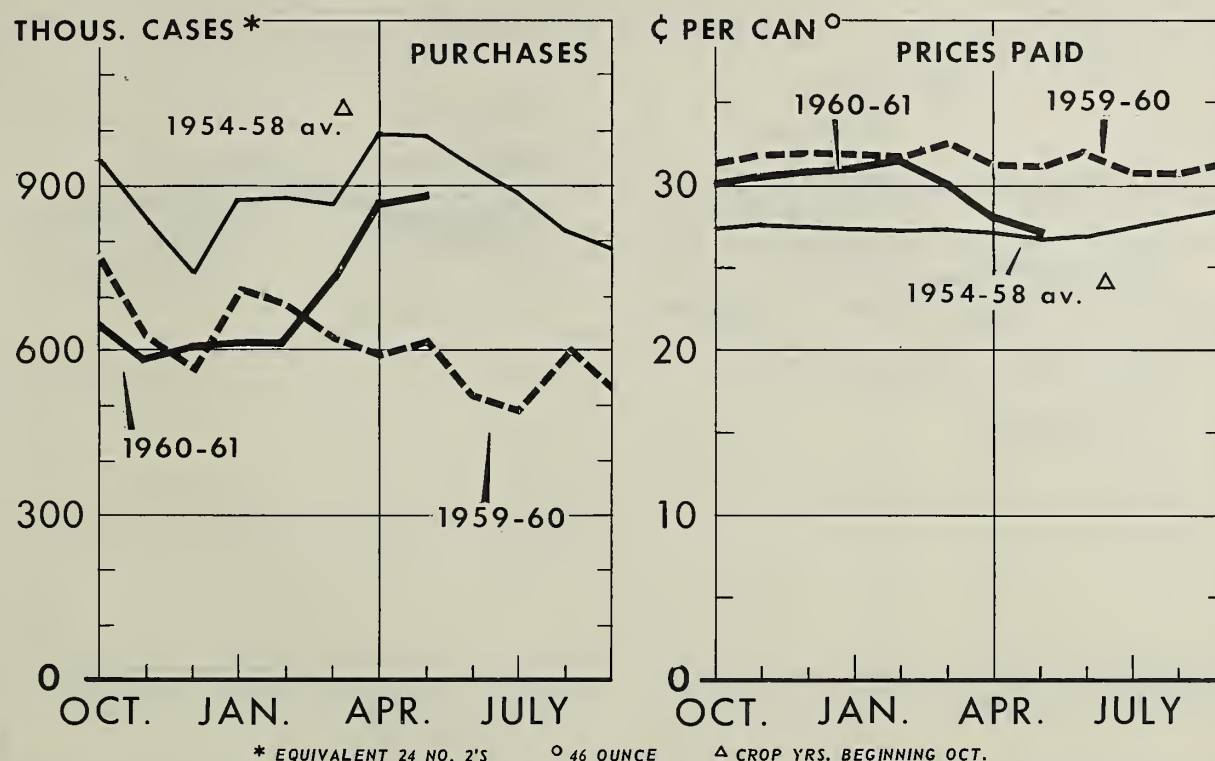
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	1,039	7.3	6.1	92	86	37.5	45.5	34.0
Nov.	714	594	998	6.5	5.9	88	86	38.8	43.9	34.0
Dec.	667	726	940	6.2	6.8	90	86	39.2	40.7	34.1
Oct.-Dec.	2,192	1,946	2,977							
Jan.	607	1,021	1,062	5.8	8.4	86	102	40.8	36.7	33.6
Feb.	645	1,066	1,094	5.9	9.9	89	89	42.0	37.0	33.6
Mar.	621	964	1,123	5.8	7.9	84	101	43.5	36.7	33.6
Oct.-Mar.	4,065	4,997	6,256							
Apr.	600	831	1,067	5.6	7.0	86	98	43.2	38.2	34.0
May	593	782	1,044	5.4	6.8	90	96	42.5	38.0	34.1
Jun.		801	1,037		6.8		95		36.8	34.1
Oct.-Jun.		7,411	9,404							
Jul.		733	1,046		6.4		94		37.2	34.4
Aug.		709	950		6.8		87		36.9	34.8
Sep.		716	952		6.7		89		38.0	35.5
Season		9,569	12,352						38.5	34.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

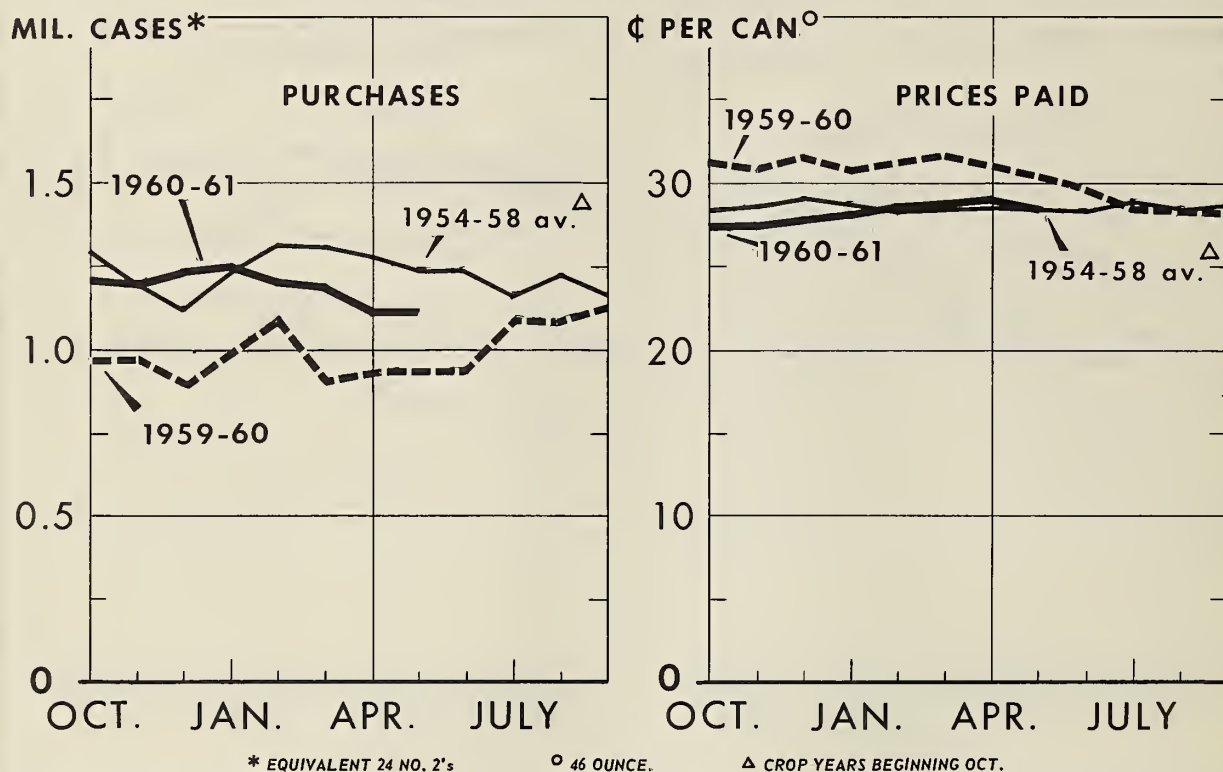
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	773	942	5.5	6.5	97	102	30.1	31.2	27.4
Nov.	583	628	841	5.0	5.9	94	87	30.5	31.8	27.8
Dec.	606	570	744	5.0	5.5	102	88	31.0	31.9	27.6
Oct.-Dec.	1,837	1,971	2,527							
Jan.	614	711	878	5.4	6.5	89	91	31.1	31.9	27.4
Feb.	619	686	879	5.2	6.0	96	96	31.6	31.7	27.4
Mar.	736	624	867	5.4	5.8	110	85	30.2	32.7	27.4
Oct.-Mar.	3,806	3,992	5,151							
Apr.	871	597	993	6.3	5.6	112	85	27.9	31.5	27.1
May	881	618	989	6.3	5.3	113	100	27.0	31.3	26.8
Jun.		520	930		4.8		91		32.1	26.9
Oct.-Jun.		5,727	8,063							
Jul.		493	888		4.5		87		31.0	27.5
Aug.		600	819		5.0		100		30.9	27.9
Sep.		537	787		4.8		91		31.3	28.5
Season		7,357	10,557						31.6	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

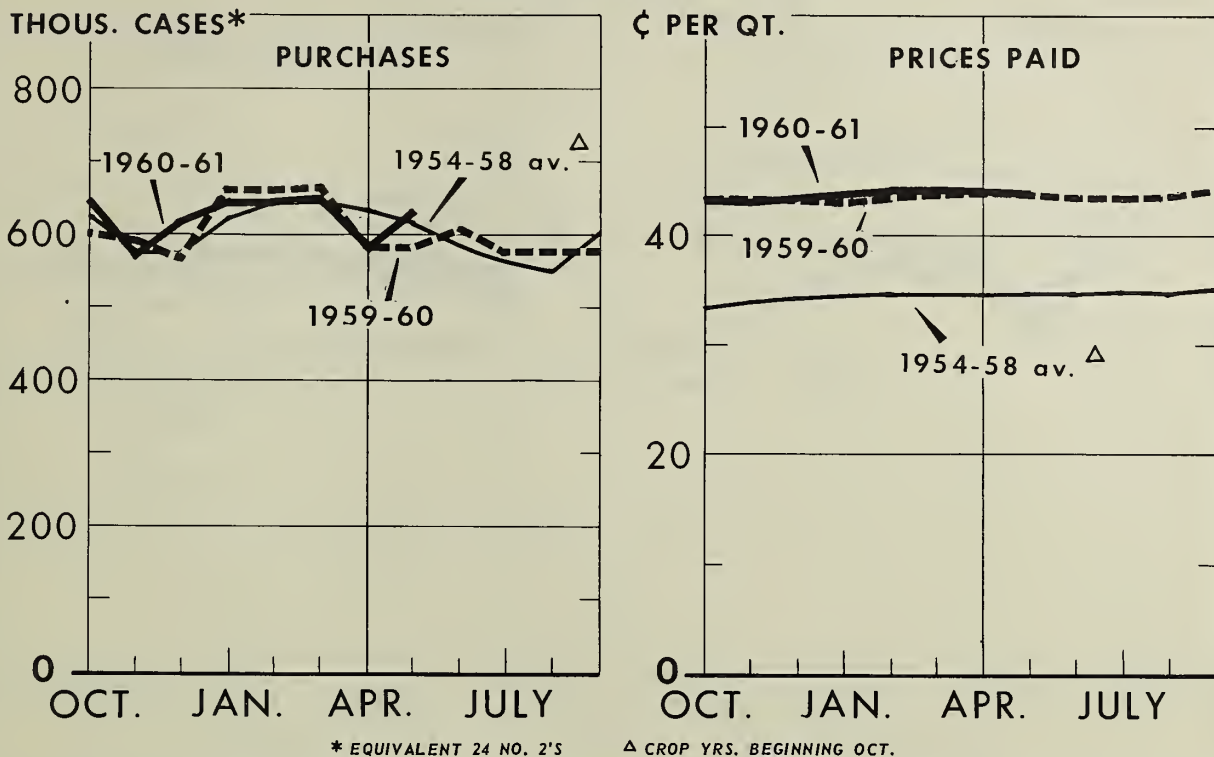
Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1961	1959- : 1960	Average : 1954-58	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	Average : 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,301	9.6	9.2	102	88	27.6	31.4	28.7
Nov.	1,208	977	1,199	9.3	9.1	103	89	27.7	31.0	28.9
Dec.	1,232	907	1,128	9.6	8.8	106	86	28.0	31.7	29.2
Oct.-Dec.	3,654	2,859	3,628							
Jan.	1,255	986	1,235	10.7	9.9	99	84	28.3	31.1	29.0
Feb.	1,204	1,099	1,321	10.1	10.5	95	87	28.7	31.5	28.5
Mar.	1,188	915	1,315	10.0	8.6	98	90	29.0	31.8	28.6
Oct.-Mar.	7,301	5,859	7,499							
Apr.	1,112	933	1,281	9.8	8.7	92	90	29.2	31.1	28.7
May	1,146	940	1,246	9.1	8.5	102	93	28.7	30.7	28.7
Jun.		950	1,246		8.7		91		30.2	28.6
Oct.-Jun.		8,682	11,272							
Jul.		1,107	1,167		9.1		101		28.7	29.1
Aug.		1,090	1,221		8.8		99		28.8	28.8
Sep.		1,113	1,169		9.6		96		28.3	28.9
Season		11,992	14,829						30.5	28.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.
Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

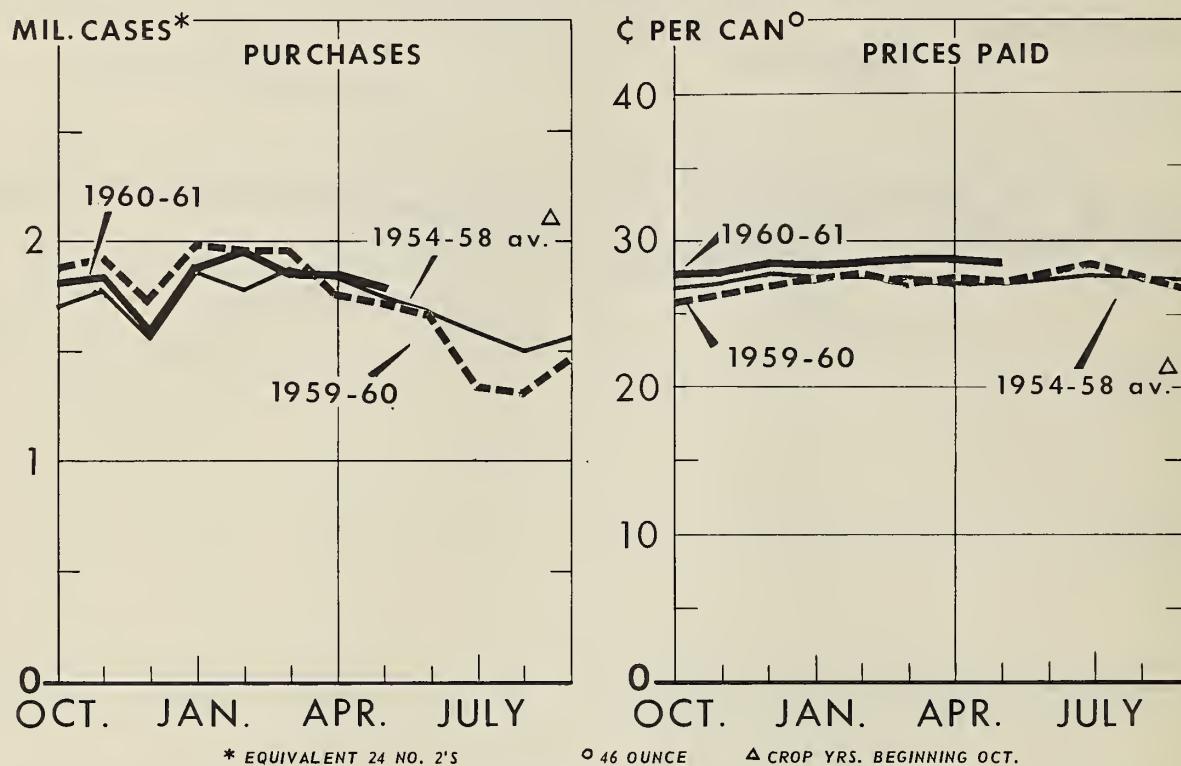
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	601	625	7.3	6.8	72	73	43.3	43.4	33.3
Nov.	570	598	579	6.4	6.7	72	72	43.2	43.6	34.1
Dec.	620	574	576	6.4	6.6	78	72	43.5	43.3	34.3
Oct.-Dec.	1,838	1,773	1,780							
Jan.	643	666	628	6.9	7.5	78	72	43.9	43.2	34.4
Feb.	643	661	643	6.9	8.0	74	68	44.1	43.4	34.7
Mar.	648	668	647	7.2	7.8	73	71	44.1	43.7	34.6
Oct.-Mar.	3,772	3,768	3,698							
Apr.	584	583	635	6.4	7.0	74	68	44.1	43.9	34.6
May	631	582	617	6.9	6.2	75	77	43.9	43.9	34.7
Jun.		606	583		6.5		77		43.5	34.7
Oct.-Jun.		5,539	5,533							
Jul.		574	563		6.2		76		43.8	34.9
Aug.		574	554		6.5		74		43.8	34.9
Sep.		577	603		6.5		73		44.0	35.0
Season		7,264	7,253						43.6	34.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

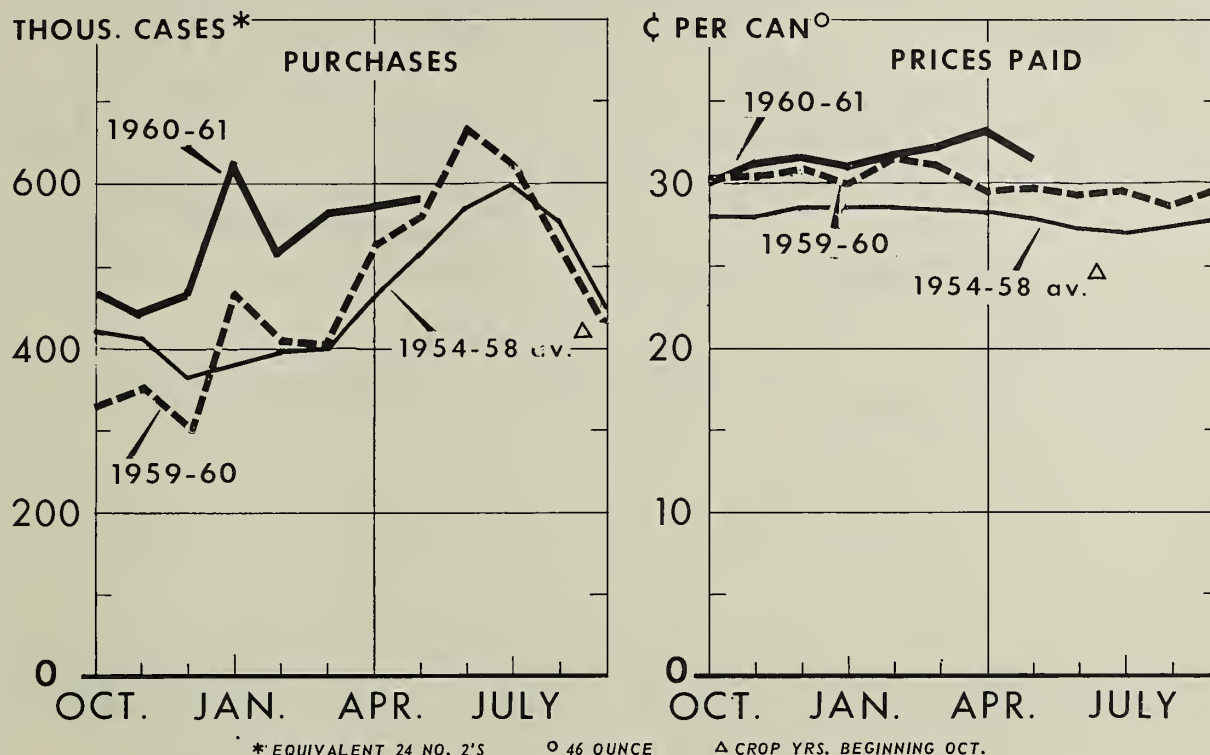
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,815	1,875	1,690	15.2	16.1	98	99	27.8	26.0	26.9
Nov.	1,829	1,931	1,781	15.9	16.9	89	97	27.9	26.4	27.2
Dec.	1,580	1,718	1,573	14.7	16.3	90	90	28.5	27.2	27.8
Oct.-Dec.	5,224	5,524	5,044							
Jan.	1,871	1,989	1,860	16.8	18.5	88	88	28.4	27.5	27.7
Feb.	1,958	1,969	1,795	16.7	18.7	96	89	28.7	27.9	27.4
Mar.	1,854	1,958	1,889	16.6	18.0	94	92	28.6	27.3	27.4
Oct.-Mar.	10,907	11,440	10,588							
Apr.	1,855	1,741	1,853	16.5	16.5	91	88	28.7	27.6	27.2
May	1,771	1,712	1,757	15.5	15.8	93	92	28.4	27.4	27.1
Jun.		1,660	1,693		15.5		92		27.8	27.3
Oct.-Jun.		16,553	15,891							
Jul.		1,344	1,589		12.9		85		28.4	27.7
Aug.		1,341	1,505		13.3		82		27.6	27.6
Sep.		1,477	1,555		14.0		88		27.1	27.4
Season		20,715	20,540						27.3	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

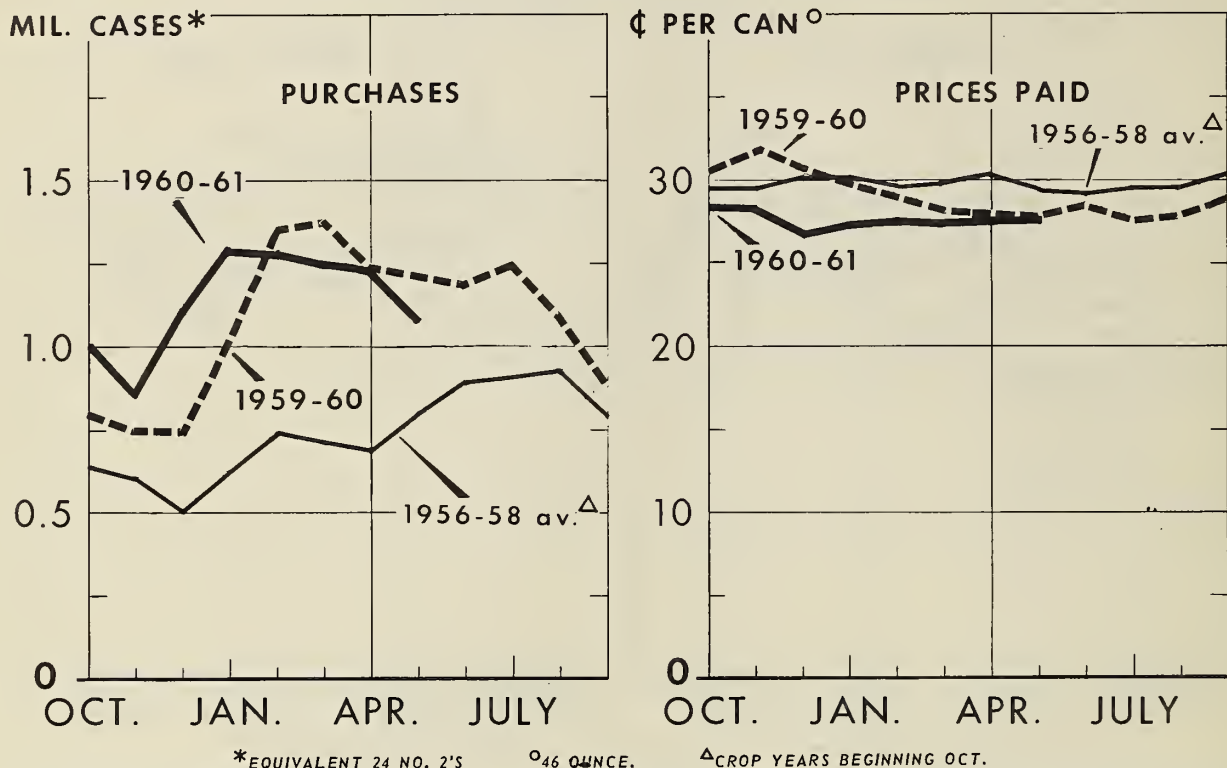
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1961	1959- : 1960	Average : 1954-58	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	Average : 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	422	3.3	2.3	117	117	30.0	30.2	28.0
Nov.	444	350	413	3.1	2.9	110	104	31.3	30.6	28.0
Dec.	466	301	365	3.3	2.4	113	107	31.6	30.9	28.6
Oct.-Dec.	1,379	982	1,200							
Jan.	628	466	384	4.5	3.4	111	109	31.0	30.0	28.6
Feb.	514	414	399	3.7	3.6	111	96	31.7	31.5	28.7
Mar.	561	404	403	4.0	3.3	112	106	32.2	31.2	28.4
Oct.-Mar.	3,082	2,266	2,386							
Apr.	574	524	466	4.0	3.7	117	115	33.2	29.8	28.2
May	564	563	516	4.2	3.8	109	124	31.5	29.9	27.9
Jun.		663	573		4.9		114		29.4	27.4
Oct.-Jun.		4,016	3,941							
Jul.		620	600		4.2		123		29.7	27.2
Aug.		528	557		3.9		114		28.8	27.4
Sep.		431	450		3.3		103		29.7	27.9
Season		5,595	5,548						30.0	28.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

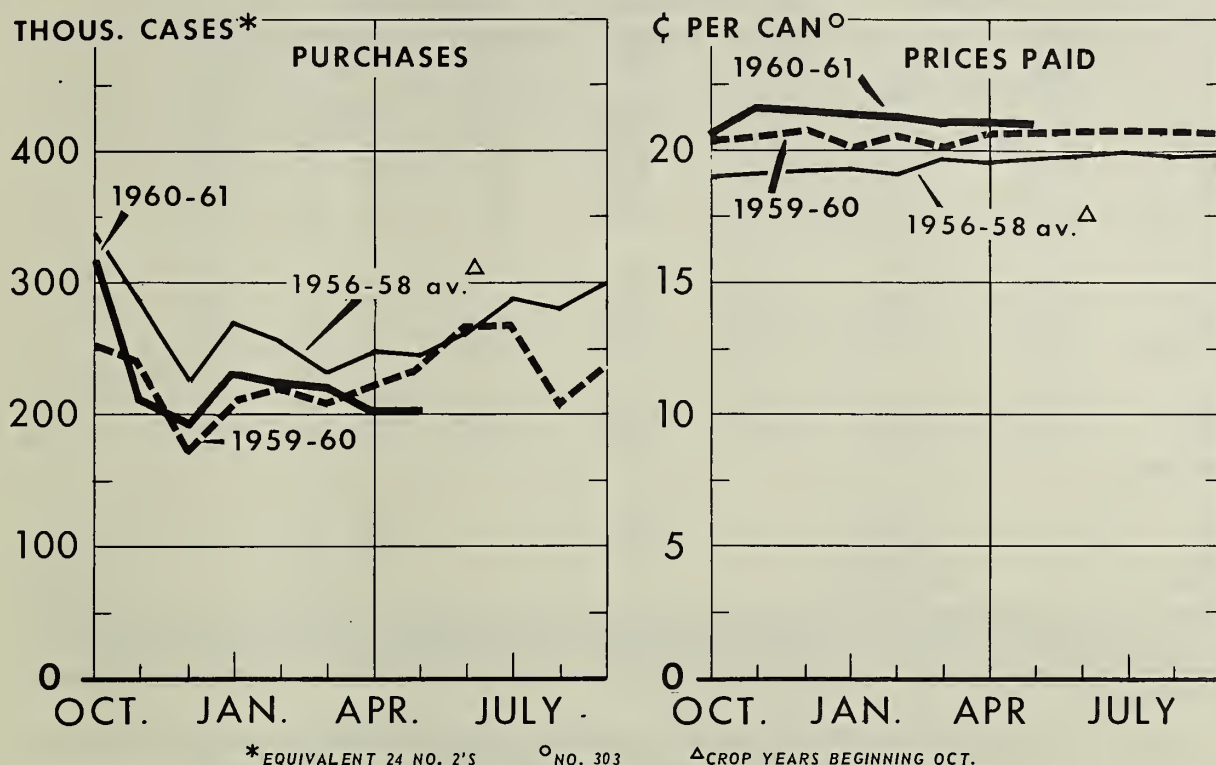
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,012	801	643	7.2	6.9	118	97	28.5	30.7	29.6
Nov.	855	747	609	6.8	6.5	105	93	28.4	31.9	29.6
Dec.	1,115	749	506	7.6	6.3	123	100	26.8	30.8	30.2
Oct.-Dec.	2,982	2,297	1,758							
Jan.	1,302	1,018	628	8.9	8.7	124	97	27.4	29.9	30.2
Feb.	1,274	1,354	742	8.8	9.6	117	122	27.5	29.1	29.8
Mar.	1,254	1,388	717	8.3	9.9	129	118	27.7	28.3	29.9
Oct.-Mar.	6,812	6,057	3,845							
Apr.	1,226	1,235	688	8.5	8.8	118	115	27.7	28.1	30.3
May	1,067	1,216	812	7.5	8.8	116	115	27.6	27.9	29.5
Jun.		1,181	901		8.9		109		28.8	29.2
Oct.-Jun.		9,689	6,246							
Jul.		1,252	914		9.3		108		27.7	29.6
Aug.		1,097	939		8.5		107		28.0	29.6
Sep.		896	797		7.2		100		29.0	30.4
Season		12,934	8,896						29.0	29.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	337	5.1	4.5	57	53	20.7	20.5	19.0
Nov.	212	238	286	3.7	4.3	51	49	21.7	20.5	19.1
Dec.	193	174	227	3.4	3.6	51	46	21.5	20.8	19.3
Oct.-Dec.	723	664	850							
Jan.	234	210	270	3.9	3.7	54	52	21.4	20.2	19.3
Feb.	226	222	256	3.9	3.9	52	53	21.4	20.6	19.1
Mar.	221	209	233	3.9	3.5	52	57	21.1	20.2	19.6
Oct.-Mar.	1,404	1,305	1,609							
Apr.	206	220	249	3.4	3.9	55	52	21.1	20.5	19.5
May	209	237	248	3.7	3.7	50	61	21.0	20.5	19.7
Jun.		269	264		4.5		54		20.7	19.8
Oct.-Jun.		2,031	2,370							
Jul.		269	288		4.3		59		20.7	20.0
Aug.		208	282		3.5		54		20.8	19.8
Sep.		239	300		4.0		55		20.6	19.9
Season		2,747	3,240						20.6	19.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12 week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,458	1,379	18.0	16.8	67	70	36.5	37.8
Nov.	1,456	1,271	18.3	16.9	66	61	37.1	37.4
Dec.	1,510	1,291	18.2	16.9	66	63	37.1	37.6
Oct.-Dec.	4,424	3,941						
Jan.	1,462	1,495	18.6	18.5	64	69	37.9	37.1
Feb.	1,497	1,558	17.7	19.6	67	65	37.9	37.3
Mar.	1,569	1,562	19.0	18.7	66	71	37.9	37.1
Oct.-Mar.	8,952	8,556						
Apr.	1,669	1,513	19.1	18.7	71	68	36.6	37.4
May	1,603	1,555	18.9	18.8	69	67	37.3	37.3
Jun.		1,578		19.5		68		36.2
Oct.-Jun.		13,202						
Jul.		1,463		19.0		63		36.5
Aug.		1,316		16.9		65		37.3
Sep.		1,396		17.4		66		37.3
Season		17,377						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,505	1,355	11.2	11.3	113	101	34.2	36.0
Nov.	1,307	1,293	10.1	10.5	109	102	34.5	36.1
Dec.	1,329	1,244	10.4	9.4	104	110	34.9	35.3
Oct.-Dec.	4,141	3,892						
Jan.	1,394	1,373	10.8	11.3	106	100	34.3	35.8
Feb.	1,530	1,495	11.4	11.9	109	106	34.1	35.5
Mar.	1,554	1,462	11.3	12.0	114	104	34.4	35.4
Oct.-Mar.	8,619	8,222						
Apr.	1,819	1,589	12.7	12.0	117	111	34.3	35.0
May	1,970	1,894	13.5	14.2	118	113	33.9	34.0
Jun.		2,149		15.9		111		34.0
Oct.-Jun.		13,854						
Jul.		1,787		13.1		110		33.8
Aug.		1,672		12.4		112		34.1
Sep.		1,539		12.0		102		34.4
Season		18,852						34.8

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period 1/	Juices				Fruit drinks			
	Total purchases 2/		Proportion of families buying	Purchase per buying family	Total purchases 2/		Proportion of families buying	Purchase per buying family
	1960-61	1959-60	1960-1961	1960-1961	1960-61	1959-60	1960-1961	1960-1961
	1,000 cases	1,000 cases	Percent	Ounces	1,000 cases	1,000 cases	Percent	Ounces
Oct.	6,594	6,229	NA	NA	2,986	2,487	NA	NA
Nov.	6,360	5,999	NA	NA	2,606	2,390	NA	NA
Dec.	6,215	5,786	NA	NA	2,910	2,294	NA	NA
Oct.-Dec.	19,169	18,014			8,502	7,171		
Jan.	6,452	6,868	44.1	118	3,324	2,857	20.0	137
Feb.	6,566	7,039	43.4	125	3,318	3,263	20.1	137
Mar.	6,616	6,691	43.7	123	3,369	3,254	19.6	145
Oct.-Mar.	38,803	38,612			18,513	16,545		
Apr.	6,691	6,198	44.0	123	3,619	3,348	21.0	140
May	6,625	6,189	42.7	126	3,601	3,673	20.8	140
Jun.		6,115				3,993		
Oct.-Jun.		57,114				27,559		
Jul.		5,714				3,659		
Aug.		5,630				3,297		
Sep.		5,816				2,866		
Season		74,274				37,381		

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 data revised.

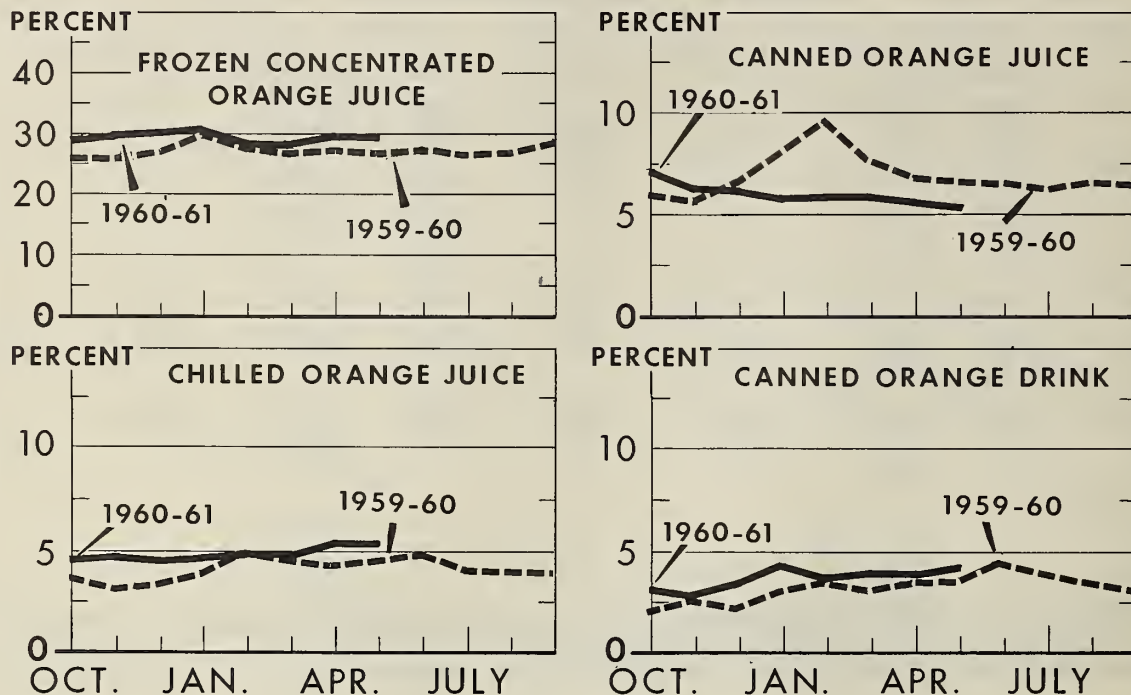
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice 2/		Canned single-strength juice 3/		Canned sections	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,774	2,996	474	375	365	274	480	570	221	182
Nov.	3,668	3,045	417	356	395	280	432	463	148	172
Dec.	3,731	3,376	390	435	367	273	449	420	139	126
Oct.-Dec.	11,173	9,417	1,281	1,166	1,127	827	1,361	1,453	508	480
Jan.	3,654	3,988	350	592	358	309	449	533	163	145
Feb.	3,579	3,789	372	618	391	370	452	514	151	153
Mar.	3,451	3,883	358	559	399	382	538	468	148	144
Oct.-Mar.	21,857	21,077	2,361	2,935	2,275	1,888	2,800	2,968	970	922
Apr.	3,694	3,619	350	485	428	363	632	442	143	153
May	3,546	3,503	346	457	442	394	640	458	145	165
Jun.		3,516		468		393		385		187
Oct.-Jun.		31,715		4,345		3,038		4,253		1,427
Jul.		3,414		428		331		365		187
Aug.		3,279		414		316		445		145
Sep.		3,651		418		319		398		166
Season		42,059		5,605		4,004		5,461		1,925

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Based on yield of canned single-strength orange juice. 3/ October 1959-December 1960 estimates revised.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

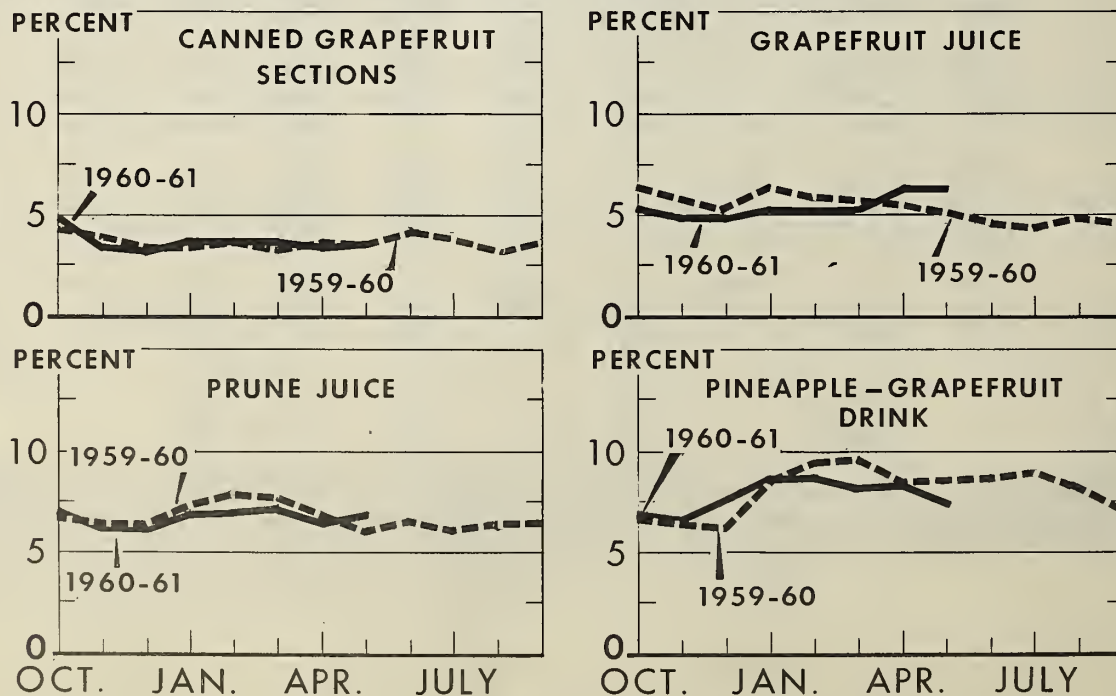


U. S. DEPARTMENT OF AGRICULTURE

Figure 11

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

ECONOMIC RESEARCH SERVICE